

## ORDER



KSDK

**Orders**  
**Order / Rev:** 722370  
**Alt Order #:** 06373927  
**Product Desc:** MO-HEALTH/EDUCATION  
**Estimate:** 2428  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/15/12 / 10/15/12  
**Order Type:** Political

**Primary AE:** Kristin Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Buying Time, LLC/ POL  
**Buying Contact:**  
**Billing Contact:**  
 650 Massachusetts Ave. N.W. , Suite 210  
 Washington, DC 20001

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Missouri 4 Health & Education  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non Ballot  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	26	\$41,005.00	\$34,854.25
10/29/12	10/29/12	4	\$4,170.00	\$3,544.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$41,005.00	\$34,854.25	0.00
November 2012	4	\$4,170.00	\$3,544.50	0.00
<b>Totals</b>	<b>30</b>	<b>\$45,175.00</b>	<b>\$38,398.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	10/26/12	10/26/12	Tonight Show Tonight Show	CM	1035-1137p	----F--	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,010.00		0.00			
E 2	KSDK	10/26/12	10/26/12	M-F 430-5p Jeopardy	CM	430-5p	----F--	:30	1	\$1,235.00	P-1	0.00	NM	1	\$1,235.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,235.00		0.00			
E 3	KSDK	10/26/12	10/26/12	M-F 5-6A 5-6a	CM	5-6A	----F--	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$675.00		0.00			
E 4	KSDK	10/26/12	10/26/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	----F--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$3,000.00		0.00			
E 5	KSDK	10/26/12	10/26/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	----F--	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 722370  
 Alt Order #: 06373927  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Missouri 4 Health & Education  
 Product Desc: MO-HEALTH/EDUCATION  
 Estimate: 2428

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	KSDK	10/26/12	10/26/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	----F--	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,250.00		0.00			
E 6	KSDK	10/29/12	10/29/12	Tonight Show Tonight Show	CM	1035-1137p	M-----	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,010.00		0.00			
E 7	KSDK	10/29/12	10/29/12	M-F 430-5p Jeopardy	CM	430-5p	M-----	:30	1	\$1,235.00	P-1	0.00	NM	1	\$1,235.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,235.00		0.00			
E 8	KSDK	10/29/12	10/29/12	M-F 5-6A 5-6a	CM	5-6A	M-----	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$675.00		0.00			
E 9	KSDK	10/29/12	10/29/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	M-----	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,250.00		0.00			
E 10	KSDK	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$1,125.00		0.00			
E 11	KSDK	10/28/12	10/28/12	Meet The Press Meet The Press Sun 8-9A	CM	8-9A	-----S	:30	1	\$6,750.00	P-1	0.00	NM	1	\$6,750.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$6,750.00		0.00			
E 12	KSDK	10/25/12	10/25/12	Tonight Show Tonight Show	CM	1035-1137p	---T---	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,010.00		0.00			
E 13	KSDK	10/25/12	10/25/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	---T---	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$850.00		0.00			
E 14	KSDK	10/25/12	10/25/12	M-F 430-5p Jeopardy	CM	430-5p	---T---	:30	1	\$1,235.00	P-1	0.00	NM	1	\$1,235.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,235.00		0.00			
E 15	KSDK	10/25/12	10/25/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	---T---	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$2,800.00		0.00			
E 16	KSDK	10/25/12	10/25/12	M-F 5-6A 5-6a	CM	5-6A	---T---	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$675.00		0.00			
E 17	KSDK	10/25/12	10/25/12		CM	7-9A	---T---	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00

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Advertiser: Missouri 4 Health & Education  
Product Desc: MO-HEALTH/EDUCATION  
Estimate: 2428  
**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F NBC Today 7-9A NBC Today 7-9A															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,250.00		0.00			
E 18	KSDK	10/23/12	10/23/12	Tonight Show Tonight Show	CM	1035-1137p	-T-----	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,010.00		0.00			
E 19	KSDK	10/23/12	10/23/12	M-F 2-3p Dr. Oz	CM	2-3p	-T-----	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
DR OZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$675.00		0.00			
E 20	KSDK	10/23/12	10/23/12	M-F 430-5p Jeopardy	CM	430-5p	-T-----	:30	1	\$1,235.00	P-1	0.00	NM	1	\$1,235.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,235.00		0.00			
E 21	KSDK	10/23/12	10/23/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	-T-----	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$2,800.00		0.00			
E 22	KSDK	10/23/12	10/23/12	M-F 5-6A 5-6a	CM	5-6A	-T-----	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$675.00		0.00			
E 23	KSDK	10/23/12	10/23/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-T-----	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,250.00		0.00			
E 24	KSDK	10/23/12	10/23/12	Tue Prime B Go On/ The New Normal	CM	8-9P	-T-----	:30	1	\$2,475.00	P-1	0.00	NM	1	\$2,475.00
GO ON/THE NEW NORMAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$2,475.00		0.00			
E 25	KSDK	10/24/12	10/24/12	Tonight Show Tonight Show	CM	1035-1137p	--W----	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$1,010.00		0.00			
E 26	KSDK	10/24/12	10/24/12	M-F 3-4p Ellen (3:00 PM-4:00 PM)	CM	3-4p	--W----	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$850.00		0.00			
E 27	KSDK	10/24/12	10/24/12	M-F 430-5p Jeopardy	CM	430-5p	--W----	:30	1	\$1,235.00	P-1	0.00	NM	1	\$1,235.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$1,235.00		0.00			
E 28	KSDK	10/24/12	10/24/12	M-F 5-6A 5-6a	CM	5-6A	--W----	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$675.00		0.00			
E 29	KSDK	10/24/12	10/24/12		CM	630-7P	--W----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00

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 Alt Order #: 06373927  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Missouri 4 Health & Education  
 Product Desc: MO-HEALTH/EDUCATION  
 Estimate: 2428

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
630-7P Wheel															
630-7P Wheel of Fortune															
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-- W- - - -	1		\$3,000.00		0.00						
E 30	KSDK	10/24/12	10/24/12	M-F NBC Today 7-9A	CM	7-9A	-- W- - - -	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
NBC Today 7-9A															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-- W- - - -	1		\$1,250.00		0.00						
													Totals	30	\$45,175.00